

The Eyes of the World Are On TURNER VALLEY--

THE coming in of McLeod well, No. 2, has again attracted the eyes of the petroleum world to Turner Valley, this time with a sharply focussed and vitally interested scrutiny. There can be little doubt now but that geologists and petroleum engineers are justified, amply and fully, in their oft repeated opinion that this valley is destined to be the greatest high-grade oil producing area in the world. . . . Even the bringing in of "the golden well," the far-famed Royalite, the world's biggest producer of high-grade gasoline was not fraught with the same significance as this event—the coming in of the McLeod—for, as oil men say, it might have been "an orphan." . . . Now the structure has been verified, the anticline "proved up." The event has emphasized the value of the theoretical findings of scientific men, and has given full color to the rosy predictions of practical oil men that here, in the Turner Valley, the oil deposits of other fields "will seem as bubbling springs beside a geyser." . . . Turner Valley has come into its own, without the shadow of a doubt, as one of the greatest potential oil fields in the

whole globe. It awaits but active development to pour forth the golden flood and enrich the world. . . . Oil production in the great fields of the United States and Mexico has created billions of new wealth and has founded more stupendous fortunes from small beginnings, than any other business or industry known. And in oil production it is the pioneer operators, those fortunate enough to secure large, close in acreage early in the history of any field, who have made the big, quick fortunes.—And it is to those who had a hand in the financing of these pioneer operations that the staggering profits have come. . . . The Dallas Oil Company, with 380 acres in the Turner Valley, on the same structures as McLeod well No. 2, and the wonder well Royalite No. 4, the owners of lease holdings in five other fields to the extent of 1100 acres, with a program of immediate and active production, with an approved drilling site already selected and materials on the ground, with a managerial group of highest integrity and efficiency, offers the pioneering investor this great opportunity, details of which will be found below. Read what follows carefully:

It will cost you nothing to investigate

It would be fulsome here to deal with the immense profits of oil production. That story is so well known as to bear no repetition. And it were banal to recount the millionaires made overnight by fortunate investment in wisely chosen producing companies. It is sufficient to recall the facts that the demand for oil increases day by day, doubling upon itself with startling rapidity; that we are now facing a demand that is increasing in gallonage in two years as much as it did in six, and with no sign of slackening; and that there is no industry in the world with such a wonderful prospect of business expansion as the production, refining and distribution of the products of petroleum.

- THE FIELD**
IN THE TURNER VALLEY AN ENTIRELY NEW PRODUCT
Alberta started the petroleum world in 1914 when in the Turner Valley, the Dingman well No. 1, brought in a new grade of oil which was almost pure gasoline. Oil men who in that day had had experience with only the heavier grades and knew nothing of this light, high-grade petroleum, freely predicted that there was only a small pool that had filtered down from the great, subterranean heavy oil lakes of the North. This did not deter many earnest men who continued to believe in the predictions of the geologists that in this valley was an enormous lake of highest grade petroleum. Followed haphazard pioneering to be finally justified by the Imperial Oil Company, with its great resources and expert talent, bringing in the wonder well Royalite No. 4, a gusher of pure gasoline.
- THE PROPERTY**
AMPLE ACREAGE ON THE SAME GEOLOGICAL STRUCTURE
Royalite began its amazing career with a daily flow of 20,000,000 feet of gas and three hundred barrels of highest gravity gasoline (testing 73 degrees Baumé) worth four times the price of ordinary crude oil. It continued with increasing volume and today is producing 600 barrels of this same fluid every day. . . . It was the justification of the faith of the pioneers; it renewed hope in the geologists. Among the first to enter this field was the Dallas Oil Company, acquiring 380 acres, in choice locations. And it is upon the holdings here and in other potential petroleum fields in Alberta that the company has been formed.
- THE COMPANY**
MANAGED BY MEN OF HIGHEST INTEGRITY AND EFFICIENCY
The personnel of the Dallas Oil Company is one of high standing, consisting of financial and business men, engineers and practical oil men of wide experience. A careful study of the names as shown below will convince the investor of the efficiency and integrity of the management. The properties, totaling some 1340 acres in six promising fields, were most carefully selected under the best geological advice, and this policy will be religiously maintained by the company throughout its career. The fields selected were the Turner Valley, Jumping Pound, Rice Creek, Moose Mountain, Monarch and Morleyville. The moderate capitalization and progressive policy will appeal to the conservative investor.

THE PROGRAM
IMMEDIATE DEVELOPMENT OF TURNER VALLEY LEASES
First on the Dallas operating program is the development of the company's holdings on the Turner Valley anticline, on the same structure as the Royalite; then on other tracts, the policy being to begin drilling where it is warranted instead of relying on the production of a single well to either make or break the company. Timbers have been placed on the site selected for drilling, and the erection of the derrick and "spudding in" will go forward immediately. It is expected that oil will be struck at a depth of about 3800 feet or less, as the Royalite came in at 3740 feet and the McLeod has punctured the reservoir at 3535 feet. McLeod has punctured the reservoir at 3535 feet.

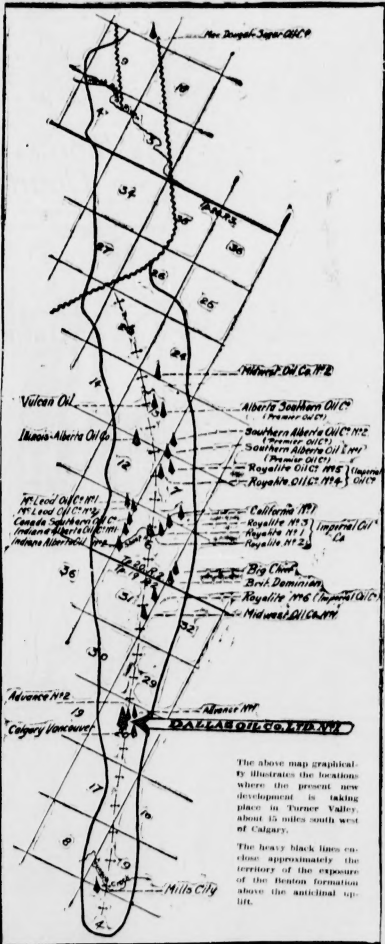
THE OFFER
THE DALLAS PRE-DEVELOPMENT PROPOSITION
The Dallas Oil Company is one of high standing, consisting of financial and business men, engineers and practical oil men of wide experience. A careful study of the names as shown below will convince the investor of the efficiency and integrity of the management. The properties, totaling some 1340 acres in six promising fields, were most carefully selected under the best geological advice, and this policy will be religiously maintained by the company throughout its career. The fields selected were the Turner Valley, Jumping Pound, Rice Creek, Moose Mountain, Monarch and Morleyville. The moderate capitalization and progressive policy will appeal to the conservative investor.

THE OPPORTUNITY
THE NECESSITY OF DECISION!
Dallas Oil is moving forward with all possible speed in the launching of actual drilling operations at No. 1 location in the Turner Valley. The timbers are on the ground and the machinery going forward. It is only a matter of days before the derrick towers into the sky and spudding in takes place. It is during this brief preliminary period that we are authorized to offer a limited issue of Dallas shares at par—on a basis that provides a most extraordinary opportunity. We do not hesitate to make immediate advantage of this as when this issue is exhausted no more will be offered at par. . . . Call at the office and get full information, or phone and have a representative call on you. Write or letter still, fill in the coupon below and make sure of a block of this "The Best Buy in All Turner Valley."

LEASE HOLDINGS:
350 acres in Turner Valley field.
140 acres in Jumping Pound field.
140 acres in Rice Creek field.

DALLAS OIL COMPANY LIMITED
OFFICERS & DIRECTORS
President—
FRED JOHNSTON, Esq., (President)
Johnston Storage and Carriage Co. Ltd. (Pres. President)
Executive Director—
W. MOTHERWELL, Esq., M.B.
Engineer, Calgary (Pres. Board)
C. F. MacINTOSH, C.A.
Managing Director—
A. G. CLARKE, Esq., Calgary (Pres. Board)
A. G. Clarke & Co., Ltd.

LEASE HOLDINGS:
120 acres in Moose Mountain field.
12 acres in Monarch field.
240 acres in Morleyville field.



The best buy in the Turner

DALLAS OIL CO

Clip it

Expert Opinion

President C. O. Sullivan of the Imperial Oil, in an article states that the output of Royalite No. 4, well, the scene of the Calgary boom of 1914, equalled the entire production of all Canada for the previous year. He announced that it produced 160,000 barrels of 72 gravity gasoline, ranking it as one of the most prolific wells in the world.

Walter Noble Burns in an article in the Wall Street Magazine gave it as the first opinion that the Alberta oil fields threatened to rival all the great oil fields of the earth combined. "If the discovery of oil proved up to the expectation of expert geologists, based on careful investigation," he wrote, "the oil deposits of Pennsylvania, Oklahoma or Tampico will seem as building springs beside a geyser." (2) The prediction is now in a fair way to be realized. . . . The value of this high grade gasoline is four times that of the oil, which in other fields has reduced untold millions and made thousands of shareholders rich.

A Dominion Government petroleum engineer, in an address before the Engineering Institute of Canada, said: "We have reached in our opinion, the final stage in oil development in Alberta. We have eliminated every promoter and our companies are now above reproach. We have now all the necessary factors that go to build up a permanent and prosperous oil production."

"This is just like putting silk up against wool. There is just the same difference between this oil and that found in any other field in the world. The Royalite well is a wonder. Nothing like it has been seen anywhere before, and I am convinced that there are several other Royalites right in the Turner field. A big operator who has stuck in the western oil field for the past twenty years and who as a result of that tenacity is now a millionaire, has this to say: 'I have seen in every field of note on the continent and there is no field like the Alberta field. I believe that from Fort Norman in the North down through the Irish Mainwaring field and into the Turner Valley we have the greatest oil fields in the world, far more, and this Turner Valley field is the richest thing that has ever been discovered.'—Edmonton Bulletin.

EDMONTON
10,004 101A Ave.

QUAKER FINANCE CORPORATION
Suite, 400 Lancaster Building, Calgary

SASKATOON
605 Canada Bldg.

THE BEST BUY IN ALL TURNER VALLEY

EDMONTON OFFICE: Western Realty Company, Limited, 10004-101A Ave.

Clip it

COUPON

To The QUAKER FINANCE CORPORATION, LIMITED, 100 Lancaster Building, CALGARY, ALTA.

I hereby make application for . . . shares of Dallas Oil Company, Limited, at the par value price of One Dollar (\$1.00) per share and herewith enclose . . . in full payment.

It is understood and agreed that the Quaker Finance Corporation, Limited, reserves the right to return all or any portion of subscription and remittances received.

Name: . . .

Address: . . .

CITY: . . . Province: . . .

